

2nd SRNT IAHF Latin American Conference on Tobacco Control Report

2nd SRNT IAHF Latin American Conference on Tobacco Control, Mexico City took place on Oct 14-16, 2009. It was sponsored by the Society for Research on Nicotine and Tobacco (SRNT) and the National Institute of Respiratory Diseases (INER) of Mexico and the InterAmerican Heart Foundation, which was the main organizer.



The Conference's theme was "From science to policy," focusing on science, policy, advocacy and treatment. It was the only and largest regional conference sole dedicated to tobacco control in Latin America and the Caribbean. The conference website: www.srnt-iahfmexico09.org.

RESULTS:

1. **Registrants.** 466 registrants from 28 countries or an increase of 30% over the 1st conference in

Rio de Janeiro, Brazil. The countries represented were: Argentina, Barbados, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Honduras, Jamaica, Mexico, Nicaragua, Nigeria, Panama, Paraguay, Peru, Spain, Trinidad and Tobago, United Kingdom, Uruguay, USA, and Venezuela.

2. **Scientific Program.** The program was timely, rigorous and action oriented. The presentations were structured to answer the questions "so what?", "what are the implications for our work in the region?" SRNT gave the conference its scientific and research base and the IAHF gave it its policy orientation.

3. **Plenary sessions.** The 6 plenaries consisted of one world-renowned major speaker and several experts from Latin America and the Caribbean that provided the experience and direction for our region. Topics:

Obstacles to implement tobacco control policies in Latin America: the tobacco industry;
Smokefree policies: implementation & evaluation;
Litigation.
Tobacco dependence treatment and training: an update.
Maximizing quality in the treatment of cigarette addiction; and
The future of tobacco control in Latin America & the Caribbean: priorities, strategies, capacity building.

4. **Concurrent sessions.** The 15 concurrent session included topics on:

Advertising & Counter-advertising (Art 13)
Smokefree Environments (Art 8)
Second Hand Smoke Studies
Health Warning Labels (Art 11)
Taxes & Illicit Trade
Crop Substitution (Art 18)
FCTC Implementation in LAC



Economic Impact & Health Care Costs
Human Rights
Surveillance & Monitoring
Treatment Guidelines, Successful Campaigns
Remote Approaches to Treatment
Behavioral Approaches to Treatment
Pharmacological Approaches to Treatment

5. **Speakers.**

Alejandro Madrazo,
Ana Cecilia Marques,

Analice Gigliotti,
Andrés Palomar Lever,

Angélica Ocampo Ocampo,
Barbara McGaw,

Beatriz Marcet Champagne,
Belen Saenz de Miera,

Carlos Guerrero,
Clarissa Menezes Homs,
Cristina Perez,
Cynthia Hallett,
Daniel Seijas,
Diana Rivera,
Dominique Monteil,
Dora Oliva Pozuelos,
Eduardo Bianco,
Elba Esteves,
Elma Correa,
Erika Avila-Tang,
Ernesto M Sebríe,
Ernesto Ruiz,
Federico Puente Silva,
Fernando Muller,
Francisco Abundis,
Francisco López Antuñano,
Gabriela Helguera García,
Geoffrey Fong,

Guadalupe Ponciano,
Guilherme Eidt Goncalves de Almeida,
Gustavo Giraldo,
Gustavo Sónora,
Gustavo Zabert,
Harry Lando,
Herman Schargrodsky,
Horacio Mackinlay,
Hugh Waters,
James Thrasher,
Javier Saimovici,
Jennifer Ellis,
Jesús Felipe González Roldán,
Joaquin Barnoya,
John Colledge,
Jorge Alday,
Jorge Ramírez Hernández,
Jorge Rojas,
Justino Regalado Pineda,

Karen Gutierrez,
Ken Wassum,
Lara Garrido,
Laura Itchart,
Laura Roballo,
Luz Myriam Reynales,
Maria Elizabeth Pizarro,
Mariela Alderete,
Mario Requelme,
Mark Travers,
Martin Gonzales Rozada,
Martin Raw,
Marty Otañez,
Monica Andreis,
Montezuma Pimenta,
Nancy Rigotti,
Nathaniel Wander,
Norma Ibañez Hernández,
Oscar Cabrera,
Patricia Lambert,

Paula Johns,
Rafael Camacho Solis,
Raúl Sansores,
Reina Roa,
Ricardo Sandoval,
Richard Daynard,
Robert West,
Rogelio Pérez Padilla,
Rosa Sandoval,
Rosibel Rodriguez,
Sabrina Presman,
Silvina Echarte Acevedo,
Sonia Meza-Vargas,
Stella Aguinaga Bialous,
Sue Curry,
Susan Michie,
Tonatiuh Barrientos,
Verónica Schoj,
Xiuh Tenorio,
Yul Francisco Dorado Mazorra

6. **InterAmerican Awards for Tobacco Control.** The IAHF presented awards to Colombia, Guatemala and the State of Sao Paulo for outstanding achievement in tobacco control. Additionally



awards were presented to the Secretary of Health Dr. José Ángel Córdova Villalobos; Drug Addictions Council (CONADIC) chief Dr. Carlos José Rodríguez Ajenjo; and the Mexico City Secretary of Health Dr. Armando Ahued Ortega for efforts towards tobacco control in their jurisdictions.



7. **Youth Advocacy.** Fifty plus young people met in Mexico City on October 14th, 2009 to discuss advocacy actions to control tobacco in Mexico. This was an activity of the regional network of youth advocates. Actions by this group included capacity building events, a Manifesto on Youth and Tobacco, press conferences, national and regional workshops, among others.

8. **2009 Journalism Contest on Tobacco Control Awards.** Winning journalists were announced. Recognized journalist came from Argentina, Brazil and Colombia this year. There was also recognition to a journalist from Mexico.



9. **Central America Tobacco Control Coalition.** Representatives from Central American countries met and organized a coalition during the congress.
10. **Launching of BILACCTA.** With the support of The Canadian International Development Research Center (IDRC), the BILACCTA web-based database has been launched helping researchers and advocates in the region to more easily find research studies, whether published, unpublished or in progress, by topic or country.
11. **Exhibitors.** Pfizer, GSK, J&J, Bioquimed, Johns Hopkins, FIC México, IAHF, SRNT, INER.
12. **“Tendedero” or Clothes Line of Media campaign materials.** Display of Media campaigns from our region and around the world. Area to view videos.
13. **Ancillary meetings.**
- Effective Implementation of FCTC Policies Workshops, organized by Roswell Park Cancer Institute (RPCS)

- Building and Maintaining Relationships with Companies for Smokefree Success (American Cancer Society)
- International Campaign Development (Global Dialogue for Effective Stop Smoking Campaigns and World Lung Foundation)
- Training and Research for Action (Johns Hopkins School of Public Health & Mexico's National Institute of Public Health INSP)
- Air quality monitoring training (Tobacco Free Kids and RPCI)
- Smoking Cessation training (INCAN, INER)
- Corporate sponsored luncheon (Pfizer)
- Women and tobacco symposium jointly sponsored with INWAT (International Network of Women against Tobacco)
- Youth advocacy workshop (FIC Argentina and FIC Mexico)
- Communication Skills for Advocacy (CODICE)



14. **Posters.** There were 38 posters shown, out of 56 sent to the organizers. There was an award given for the best poster.
15. **Resolution.** A resolution was signed by delegates encouraging countries to continue their tobacco control efforts.
16. **Social.** The artisan congress bags were a hit. Tour of the city by Turibus. Dance and final day dinner for VIPs.

17. **Corporate Sponsors:** Pfizer Inc, Johnson & Johnson Global, Glaxo SmithKline México, Bioquimed.

18. **Institutional Sponsors:** Roswell Park Cancer Institute; American Cancer Society; Associação Brasileira De Estudos Do Álcool E Outras Drogas (ABEAD); Campaign for Tobacco Free Kids; Framework Convention Alliance (FCA); Fundación InterAmericana del Corazón México AC (FIC México); Global Dialogue for Effective Stop Smoking Campaigns; Global Forum for Tobacco Control, Canada; International Development Research Center (IDRC); Johns Hopkins Bloomberg School of Public Health; Mexico City Government, Secretary of Health; National Institute of Public Health Mexico (INSP); National Office for Tobacco Control México, CONADIC; World Lung Foundation.



19. **Conference Supporters.:** ACTA, Alianza Contra el Tabaco; ALIAR, Alianza Libre de Humo Argentina; Consejo Mexicano para el Control del Tabaco; Comunicación Diálogo y Conciencia (CODICE); International Network of Women against Tobacco (INWAT); International Union against Tuberculosis and Lung Disease; Institute for Global Tobacco Control (IGTC); National Cancer Institute, Mexico (INCAN); Pan American Health Organization (PAHO); Fundación Mídete A.C.